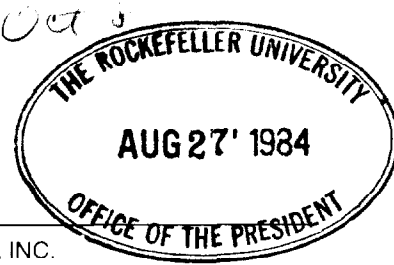




IEEE

THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS, INC.  
345 EAST 47TH STREET, NEW YORK, N.Y. 10017, U.S.A. TELEX 236411



DIRECT NUMBER (212) 705-7367

August 24, 1984

Dr. Joshua Lederberg  
President  
ROCKEFELLER UNIVERSITY  
1230 York Avenue  
New York, NY 10021

Dear Dr. Lederberg:

f With the IEEE - Franklin Institute Centennial Technical Convocation now less than two months away, the Organizing Committee and the IEEE Headquarters Staff are formulating plans for press coverage of this landmark event. In particular, we wish to make certain the media receive adequate advance information on your talk. It is our desire to cooperate fully with you on this, and with any members of your staff whom you may designate to assist in this matter.

As a first step, I am writing to you at the suggestion of Dr. Edward E. David, Jr., Program Chair, with the request that you give consideration to a short "capsule" statement which would cover the intended thrust of your remarks at the Convocation. This should consist of several sentences which would sum up the area or areas your remarks will cover, their significance, and what you may see as potential news interest. This will better enable us to communicate with the media and to interest them in talking with you during your stay in Philadelphia. ✓ wait

To assist you in formulating the capsule profile of your talk, we will be calling you during the week of August 27 to interview you on the thrust of your remarks. Working with me on this project will be Mr. Virgil Renzulli, Director of the News Bureau, University of Pennsylvania, and Mr. Pender M. McCarter, IEEE Public Information Manager.

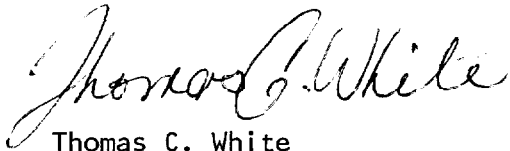
For your further reference, enclosed is a copy of an invitation to the press issued earlier this year on the IEEE Centennial Briefing for the Media. This is enclosed to provide specific examples of the types of descriptions we're seeking. Such information, coupled with biographical material which you have already provided, should greatly aid us in our efforts to attract a broad range of press including broadcast media, wire services, newspapers, as well as trade and scientific publications.

M. J. J.

August 24, 1984  
Dr. Joshua Lederberg  
Page Two

We look forward to your cooperation and assistance. On behalf of Dr. Richard J. Gowen, IEEE President, and the members of our Executive Committee, I would like to express our sincere appreciation for your participation. We look forward to the opportunity to hear your presentation in Philadelphia and to talk with you concerning your insights as we begin our Second Century.

Very truly yours,

A handwritten signature in cursive script that reads "Thomas C. White". The signature is written in dark ink and is positioned above the printed name and title.

Thomas C. White  
Staff Director  
Public Information

TCW/ho

cc: Joseph Bordogna  
Edward E. David, Jr.  
Richard J. Gowen

Enclosure